



DEPARTMENT OF THE NAVY

NAVAL RESERVE READINESS COMMAND
REGION ELEVEN
NAVAL AIR STATION
8100 JEFFERSON BLVD., BLDG. 11
DALLAS, TX 75211-8502

REDCOMREG11INST 5720.1A
N01H

23 NOV 1997

COMNAVRESREDCOMREG ELEVEN INSTRUCTION 5720.1A

Subj: NAVAL RESERVE READINESS COMMAND, REGION ELEVEN PUBLIC
AFFAIRS PLAN

Ref: (a) SECNAVINST 5720.44A
(b) NAVPERS 15555B
(c) OPNAVINST 5750.12F
(d) FOCUS 2000

1. Purpose. To issue public affairs policy and procedures for all units of Naval Reserve Readiness Command, Region 11 (REDCOM 11).

2. Cancellation. REDCOMREG11INST 5720.1

3. Discussion. Reference (a) is the Public Affairs Policy and Regulations for the United States Navy. Reference (b) provides guidance for the Fleet Hometown News Program. Reference (c) is the governing instruction for submission of Command Histories. Reference (d) provides the vision and strategy for Naval Reserve Force public affairs.

4. Scope. This instruction applies to all Reserve centers within REDCOM 11. It is intended to complement public affairs policy issued by higher authority and to provide guidance, objectives, and procedures for the planning and execution of public affairs plans within REDCOM 11.

5. Objectives. Public Affairs objectives of REDCOM 11 are:

a. Promote internal morale by telling the story of the active duty and Selected Reservist Sailors in the Region.

b. Support the recruiting and retention efforts of the Naval Reserve.

c. Provide clear, concise and accurate information relative to the mission of the Naval Reserve to internal and external media and community sources.

d. Support the "Total Force" concept.

3 NOV 1997

e. Emphasize "Forward . . . From the Sea," the Navy's strategy for the 21st century, which has a strong Reserve component as an integral part.

6. Policy. The free flow of information should be restricted only by legitimate constraints of security and policy. To restrict or needlessly delay the release of information betrays the public trust and invites unwarranted criticism. The following are guidelines regarding releasing authority at each level of command.

a. Commanding officers of REDCOM 11's centers and units have releasing authority within their respective commands concerning Reserve issues of local interest. News releases prepared by a local unit must be cleared with the center commanding officer or designated collateral-duty public affairs representative.

b. The Commander (N00), Chief Staff Officer (N01) and Public Affairs Officer (N01H), have releasing authority for all public information about Reserve issues affecting the entire region.

c. Commander, Naval Surface Reserve Force (COMNAVSURFRESFOR) has releasing authority about Reserve issues of greater than regional (national) interest.

d. Navy Office of Information Southwest (NAVINFO SOUTHWEST) coordinates all active duty Navy items of interest at any level. Any media contact impacting active Navy activities, including policy, must be coordinated through NAVINFO SOUTHWEST.

7. Responsibilities

a. The Commander (N00) is responsible for all public affairs involving Naval Reserve activities and personnel within REDCOM 11, and is the direct representative of COMNAVRESFOR in matters pertaining to the public.

b. REDCOM 11's Public Affairs Officer (N01H) is the senior advisor and special assistant to the Commander in all public affairs matters. He/she is the authority for release of information to the news media, and is responsible for coordinating public affairs at the REDCOM level.

23 NOV 1997

c. The Reserve center Commanding Officer is the direct representative of the Commander, and is responsible for the development and the maintenance of public affairs for his/her activity. The Reserve center Commanding Officer shall designate a staff person to serve as the Reserve center collateral duty public affairs representative.

d. The collateral duty public affairs representative shall:

(1) Maintain contact with all Reserve center units to be aware of activities that may warrant coverage. Regularly forward all material (stories and photos) to REDCOM 11 (N01H) for inclusion in Southwest Sailor and other internal publications.

(2) Maintain contact with the Reserve center's designated Reserve public affairs officer. This representative is available for support and guidance, as necessary.

(3) Actively seek opportunities for command involvement in civic activities.

(4) Maintain contact with REDCOM 11's Public Affairs staff for advice, guidance and consultation.

(5) Forward copies of awards and certificates of REDCOM 11 for inclusion in Southwest Sailor. All awards of Navy/Marine Corps Achievement Medal and higher will be forwarded to Naval Reservist News.

(6) Report all media contacts to REDCOM 11 (N01H), or designated representative.

8. Administration and Support. Reserve centers and their units should take advantage of all applicable Public Affairs assets at their disposal.

a. Reserve centers having public affairs specialists (designated 1655 officers, journalists and photographers) attached to units under their command should use these personnel within the scope of their training.

b. A Reserve Public Affairs professional has been assigned to each Reserve center within REDCOM 11 to provide public affairs support and guidance. Reserve centers are encouraged to maintain ongoing contact with this individual as appropriate.

REDCOMREG11INST 5720.1A

23 NOV 1997

c. REDCOM 11 (NO1H/NO1H1) is available to provide public affairs support and guidance.



U. L. NOLEN

Distribution: (REDCOMREG11INST 5216.1P)
List B-2